

## Claims

### WHAT IS CLAIMED IS:

1. A method for providing a targeted message at a location, the method comprising the steps of:
  - obtaining data regarding a consumer who is at a location;
  - providing the obtained consumer data to collective consumer data of a pool of consumers who are at the location;
  - determining a consumer characteristic from the collective consumer data of the pool of consumers who are at the location;
  - selecting a message in accordance with the determined consumer characteristic of the pool of consumers who are at the location; and
  - providing the selected message to the location.
2. The method of claim 1, wherein the step of obtaining data regarding a consumer who is at the location includes the step of identifying the consumer who is at the location.
3. The method of claim 2, wherein the step of identifying a consumer who is at the location includes the step of:
  - utilizing a physical attribute recognition system.

4. The method of claim 1, wherein the step of providing the selected message to the location includes providing the selected message to the location via a plurality of message providers.

5. The method of claim 1, wherein:

the step of providing the selected message to the location includes providing the selected message to the location on one of a plurality of message providers; and

further comprising the steps of:

determining a second consumer characteristic from the collective consumer data of the pool of consumers who are at the location;

selecting a second message in accordance with the second determined consumer characteristic; and

providing the second selected message to the location on another one of the plurality of message providers.

6. The method of claim 1, further comprising the steps of:

removing the obtained data regarding the consumer who is at the location from the collective consumer data of the pool of consumers who are at the location upon the occurrence of an event;

re-determining a consumer characteristic from the collective consumer data of the pool of consumers who are remaining at the location;

selecting a new message in accordance with the re-determined consumer characteristic of the pool of consumer who are remaining at the location; and

providing the newly selected message to the location.

7. The method of claim 6, wherein the occurrence of an event comprises expiration of a time period.

8. The method of claim 6, wherein the occurrence of an event comprises determining whether the consumer has left the location.

9. A system for providing a targeted message to a location comprising:

means for obtaining consumer data of a consumer who is at a location;

means for providing the obtained consumer data to collective consumer data of a pool of consumers who are at the location;

means for determining a consumer characteristic from the collective consumer data of the pool of consumer who are at the location;

means for selecting a message in accordance with the determined consumer characteristic of the pool of consumers who are at the location; and

means for providing the selected message to the location.

10. The system of claim 9, wherein said means for obtaining consumer data comprises means for identifying a consumer who is at the location.

11. The system of claim 10, wherein said means for identifying a consumer who is at the location comprises a physical recognition system.

12. The system of claim 9, wherein said means for providing the selected message to the location comprises a plurality of message providers.

13. The system of claim 9, wherein:

said means for providing the selected message to the location includes means for providing the selected message to the location on one of a plurality of message providers; and

further comprising:

means for determining a second consumer characteristic from the collective consumer data of the pool of consumers who are at the location;

means for selecting a second message in accordance with the second determined consumer characteristic; and

means for providing the second selected message to the location on another one of the plurality of message providers.

14. The system of claim 9, further comprising:

means for removing the obtained data regarding the consumer who is at the location from the collective consumer data of the pool of consumers who are at the location upon the occurrence of an event;

means for re-determining a consumer characteristic from the collective consumer data of the pool of consumers who are remaining at the location;

means for selecting a new message in accordance with the re-determined consumer characteristic of the pool of consumer who are remaining at the location; and

means for providing the newly selected message to the location.

15. The system of claim 14, wherein said occurrence of an event comprises expiration of a time period.

16. The system of claim 14, wherein said occurrence of an event comprises determining whether the consumer has left the location.

17. A system for providing targeted messages to consumers at a location, the system comprising:

a consumer data acquisition device operative to obtain data of a consumer who is at a location and provide the obtained consumer data to collective consumer data of a pool of consumers who are at the location;

a processor in communication with said consumer data acquisition device and operative to determine a consumer characteristic from the collective consumer data of the pool of consumers who are at the location;

a message selector in communication with said processor and operative to select a message in accordance with said determined consumer characteristic of the pool of consumers who are at the location; and

a message provider in communication with said message selector and operative to play the selected message at the location.

18. The system of claim 17, wherein said consumer data acquisition device comprises a kiosk.

19. The system of claim 17, wherein said consumer data acquisition device comprises a physical attribute detector.

20. The system of claim 17, further comprising a plurality of message providers each one of which is in communication with said message selector; and wherein:

said processor is further operative to determine a second consumer characteristic from the collective consumer data of the pool of consumers who are at the location;

said message selector is further operative to select a second message in accordance with the second determined consumer characteristic; and

another one of said plurality of message providers is operative to play said second selected message at the location.